

# VENTURES BY ELEAZAR DAVID MELÉNDEZ

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## GENIUS IDEA

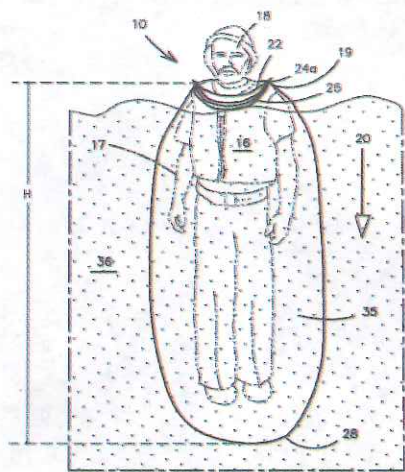
# Survival bag meant for worst-case scenario at sea

A Miami inventor's solution to shark attacks, a camo shark attack bag, is now a reality after receiving the blessing from the U.S. Patent and Trademark Office last week. Miami's Lee Swerdlin is the proud holder of patent No. 9,150,293 B1, which protects the intellectual property for an aptly named "ocean survival system."

The device is a water-tight bag made of multicolored metallic polyester, which hides a human's shadow from hungry maneaters by reflecting the water's sheen. It's designed to seal around a user's neck, ostensibly keeping blood from leaking into the open ocean and bringing unwanted attention.

The *Business Journal* could not reach Swerdlin, but the patent application suggests the shark attack bag was conceptualized as an improvement on existing technology meant to deter or prevent bites.

The patent explains the invention will have space for a safety beacon to alert passing ships, and will feature reflec-



*Lee Swerdlin's camouflage bag is meant to deter shark attacks.*

tive coating to direct sunlight at passing planes or helicopters.

"A person at sea in a survival situation faces multiple threats and needs multiple solutions to alert those threats," the application reads.

The bag is not the first patented technology that's meant to deter shark attacks. Inventors have patented wetsuits with graphic designs meant to camouflage a person from sharks, surfboards with images and radiating beacons meant to deter sharks, a parachute that turns into a shark-repellant bag once the unlucky pilot hits the water and (my personal favorite) pants with huge eyes drawn on them so a shark thinks you're a sea monster and swims away.

The patent granted Oct. 6 notes other products similar to the technology already exist: a kind of giant plastic pill that can envelope a human being in the open sea, and an inflatable black bag first patented in 1976 that does the same task. But Swerdlin claims in his application that those devices are prone to leaking shark-attracting bodily fluids, and do a poor job of camouflaging a person's shape.

No word if the shark bag will make it to "Shark Tank" for a product pitch.

## BY THE NUMBERS

### THIS WEEK IN TECH

**96,575**  
Square feet Miami Beach sharespace company WeWork is taking up in downtown Miami, per a lease announced last week.

**500**  
Number of tech startups that Cambridge Innovation Center says it will eventually hold at the University of Miami Life Science and Technology Park in Miami's Overtown.

**15.55**  
Percentage that shares of Jupiter-based Dyadic International rose after a positive announcement last week regarding the company's enzyme production platform C1.

**40**  
Number of boating "experiences" South Florida users of the BoatDay app can choose from every month, according to the company. The app, live since July, matches users with open spots on boating trips.

# Technology and Entrepreneurship in Miami

